

# INVOICE



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**Main: (513)412-5000**  
**Billing: (410)338-6432**

www.wlwt.com

Billing Address:

**Mentzer Media Services**  
**Attention: Accounts Payable**  
**600 Fairmont Ave**  
**Suite 306**  
**Towson, MD 21286**

Send Payment To:

**WLWT**  
**PO Box 26881**  
**Lehigh Valley, PA 18002-6881**

Invoice #	Invoice Date	Invoice Month	Invoice Period
943888-1	08/26/12	August 2012	07/30/12 - 08/26/12

Station	Account Executive	Sales Office	Sales Region
WLWT	Mica Hansen	HRP -Washingt	National

Advertiser	Product	Estimate Number
Crossroads GPS	CROSSROADS GPS	1270

Flight Dates	Order #	Alt Order #
08/23/12 - 08/29/12	943888	06289317

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/23/12	08/24/12	2-3p	2-3p	---TF--	:30	2	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/20/12	08/26/12	---TF--	2	\$250.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WLWT	Th	08/23/12	2:22 PM	2-3p	2-3p	:30	OHSNTV04GPH	\$250.00	NM
1 WLWT	F	08/24/12	2:27 PM	2-3p	2-3p	:30	OHSNTV04GPH	\$250.00	NM
2	08/23/12	08/24/12	DR OZ EF	4PM-5PM	---TF--	:30	2	\$500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/20/12	08/26/12	---TF--	2	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WLWT	Th	08/23/12	4:39 PM	DR OZ EF	4PM-5PM	:30	OHSNTV04GPH	\$500.00	NM
1 WLWT	F	08/24/12	4:27 PM	DR OZ EF	4PM-5PM	:30	OHSNTV04GPH	\$500.00	NM
3	08/23/12	08/24/12	5-530p M-F news	5-530p	---TF--	:30	2	\$625.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/20/12	08/26/12	---TF--	2	\$625.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWT	Th	08/23/12	5:22 PM	5-530p M-F news	5-530p	:30	OHSNTV04GPH	\$625.00	NM
2 WLWT	F	08/24/12	5:12 PM	5-530p M-F news	5-530p	:30	OHSNTV04GPH	\$625.00	NM
4	08/23/12	08/24/12	530-6p M-F news	530-6p	---TF--	:30	2	\$675.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/20/12	08/26/12	---TF--	2	\$675.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWT	Th	08/23/12	5:43 PM	530-6p M-F news	530-6p	:30	OHSNTV04GPH	\$675.00	NM
2 WLWT	F	08/24/12	5:43 PM	530-6p M-F news	530-6p	:30	OHSNTV04GPH	\$675.00	NM
5	08/23/12	08/24/12	6-630p M-F news	6-630p	---TF--	:30	2	\$800.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/20/12	08/26/12	---TF--	2	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWT	Th	08/23/12	6:30 PM	6-630p M-F news	6-630p	:30	OHSNTV04GPH	\$800.00	NM
2 WLWT	F	08/24/12	6:12 PM	6-630p M-F news	6-630p	:30	OHSNTV04GPH	\$800.00	NM
6	08/23/12	08/24/12	7-730p	7-730p	---TF--	:30	2	\$800.00	NM

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Invoice #	Invoice Date	Invoice Month	Invoice Period
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Advertiser	Product	Estimate Number
Crossroads GPS	CROSSROADS GPS	1270

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	---TF--				2	\$800.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WLWT	Th	08/23/12	7:12 PM	7-730p	7-730p	:30	OHSNTV04GPH	\$800.00	NM
1 WLWT	F	08/24/12	7:28 PM	7-730p	7-730p	:30	OHSNTV04GPH	\$800.00	NM
7	08/23/12	08/24/12	7-730p	7-730p	---TF--	:30	2	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	---TF--				2	\$800.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWT	Th	08/23/12	7:28 PM	7-730p	7-730p	:30	OHSNTV04GPH	\$800.00	NM
2 WLWT	F	08/24/12	7:14 PM	7-730p	7-730p	:30	OHSNTV04GPH	\$800.00	NM
8	08/23/12	08/25/12	11-1135p M-Su	11-1135p	---TFS-	:30	3	\$1,500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	---TFS-				3	\$1,500.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 WLWT	Th	08/23/12	11:12 PM	11-1135p M-Su	11-1135p	:30	OHSNTV04GPH	\$1,500.00	NM
1 WLWT	F	08/24/12	11:08 PM	11-1135p M-Su	11-1135p	:30	OHSNTV04GPH	\$1,500.00	NM
2 WLWT	Sa	08/25/12	11:14 PM	11-1135p M-Su	11-1135p	:30	OHSNTV04GPH	\$1,500.00	NM
9	08/25/12	08/25/12	Sa/Su 6p news	Sa/Su 6p News	-----2-	:30	2	\$550.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	-----2-				2	\$550.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWT	Sa	08/25/12	6:12 PM	Sa/Su 6p news	Sa/Su 6p News	:30	OHSNTV04GPH	\$550.00	NM
2 WLWT	Sa	08/25/12	6:40 PM	Sa/Su 6p news	Sa/Su 6p News	:30	OHSNTV04GPH	\$550.00	NM
10	08/25/12	08/26/12	Sa/Su 6-7a News	Sa/Su 6-7a	-----SS	:30	2	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	-----SS				2	\$250.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WLWT	Sa	08/25/12	6:40 AM	Sa/Su 6-7a News	Sa/Su 6-7a	:30	OHSNTV04GPH	\$250.00	NM
1 WLWT	Su	08/26/12	6:41 AM	Sa/Su 6-7a News	Sa/Su 6-7a	:30	OHSNTV04GPH	\$250.00	NM
11	08/26/12	08/26/12	NBC MEET THE PRESS NBC MEET THE PRESS	NBC MEET THE PRESS	-----1	:30	1	\$800.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12	-----1				1	\$800.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WLWT	Su	08/26/12	10:59 AM	NBC MEET THE PRESS	NBC MEET THE PRESS	:30	OHSNTV04GPH	\$800.00	NM
<b>Total Spots</b>							<b>22</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$15,800.00</b>
<u>Agency Commission</u>	<b>\$2,370.00</b>
<u>Net Amount Due</u>	<b>\$13,430.00</b>